

Are TV Commercials Better Than Shows?

It has been said that some television commercials are better than the programs they sponsor.

UNC students may find out for sure this month when the Seventh Annual American Television Commercials Festival are presented in a 35-minute film.

"The National TV Commercials Test . . . or Is Anybody Selling Anything?" will be shown in Swain Hall, classroom 1A, Monday, Nov. 21 at 3 p.m. and Tuesday, Nov. 22 at 4 p.m.

"These (commercials) are lessons in communications," RTVMP Department Chairman Dr. Wesley Wallace said. "They offer the student an opportunity to observe techniques of aural and visual communication when great effort and considerable sums of money have been expended to accomplish these objectives."

Wallace says that some of the commercials may be familiar, but students may not have seen them all and had a chance to compare and contrast techniques.

There were 1,891 commercials entered in the American competition and 221 in the international category by advertisers, agencies, stations and production companies.

Winners in categories ranging from coffee and cosmetics to color cinematography and video tape editing were selected by 9 regional panels of prominent advertising men and women.

Entries were judged by "professional standards for evaluating advertising effectiveness."

This is the third year a festival film used in RTVMP and Journalism classes has been shown to the public. This year's showings will be followed by a discussion led by faculty members of the RTVMP department and Journalism school.

LUMINESCENT INK FOR STAMPS

WASHINGTON (UPI)—Special phosphors heretofore used principally in color television tubes will become an element in the production of luminescent ink for U. S. postage stamps in the near future.

CAROLINA NOW PLAYING



the slickest, swingin'est con-man in the world!

COLUMBIA PICTURES Presents **JAMES COBURN**

DEAD HEAT ON A MERRY-GO-ROUND

EASTMAN COLOR

MONOGRAM DINING ROOM

Luncheon Special for Today

BEEF POT PIE

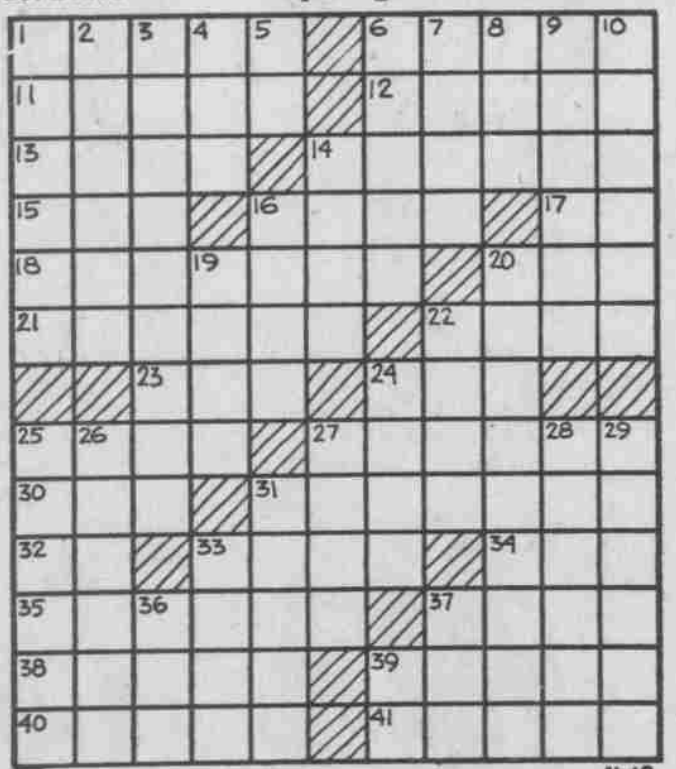
- Choice of Two Vegetables
- Salad w/ Dressing
- Beverage — Bread & Butter
- Homemade Layer Cake

97c

DAILY CROSSWORD

- ACROSS**
1. Transports
 2. G-man
 3. County: Scot.
 4. Pastry dessert
 5. Palmetto State: abbr.
 6. Stop
 7. Rodents
 8. Skill
 9. Blurred
 10. Vocal organ of songbirds
 11. Isinglass
 12. Nutmeg
 13. Underworld river
 14. Gelderland city
 15. High, craggy hill
 16. Stand up
 17. Select
 18. Bitter vetch
 19. Well-known reindeer
 20. Thus
 21. Lend
 22. Man's name
 23. Confine
 24. One's enemies
 25. Paris river
 26. Fruit
 27. Elms, maples, oaks
 28. Watering spots in deserts
- DOWN**
1. Layers
 2. Out-rageous
 3. Presently
 4. Comparative conjunction
 5. Oppose
 6. Presser
 7. Common swift
 8. Calm breathing
 9. Ribs out
 10. Skin openings
 11. Smooth-breathing
 12. Bind
 13. Friar's title
 14. Italian river

Yesterday's Answer



Student Records Ballard

The Speaker Ban Fight Is Set To Music



Bill Dale And His Guitar Bomb The Ban —DTH Photo By Jock Lauterer

By JUDILYN SIPE
DTH Staff Writer

The notorious "Speaker Ban" has been the direct cause of quite a few protests, committees, editorials, news stories and comments. The most recent outgrowth of the trouble with the ban takes place in the form of a ballad.

"The Speaker Ban Ballad" is a new song written and sung by Bill Dale and recorded by Jimmy Capps Productions in Raleigh. Bill, a senior English major from Asheville, has been playing the guitar and singing since high school. He has been writing his own lyrics and music for a couple of years.

He will sing his composition for the first time today at 10 p.m. at the Morrison Social Room. The concern is for the Toronto Exchange visitors, but the campus is invited.

"I started thinking about the ballad early this fall. I wrote it last spring and decided this would be the best time to record it since the court case for the ban will be coming up in January.

"December 1st has been set as the projected date the records will be available to the public," Bill added. The flip side of the record is a song, also written by Bill, called "Till You Look Back Tomorrow," a song which claims that worrying about trouble is like trying to stop the sun — it won't get you anywhere.

Bill transferred to UNC last January from Davidson College with the plan of majoring in English. After graduation next June he would like to go to graduate school and gradually work his way into the field of higher education administration.

"The Speaker Ban Ballad" is my only protest song," said Bill. "We are pushing it on the campuses throughout the state and also into other states where the same problem may arise. Since it is not completely limited in scope, we think other universities can use it as well as we can here."

Talk has died down to some extent on the ban now, and with the court case coming up soon, we want to stimulate the students into thinking about it and not let them forget it. We will need a lot of help to get rid of the law. We don't want people here to grow complacent."

Bill has been singing professionally for about six months. He worked in Asheville this past summer for the Red Carpet Room and made several appearances on WLOS-TV in Asheville.

The ballad is his first recording. If it does well, he would like to try his hand at the business for a while before settling down but "singing is purely an avocation with me now."

"Most singers or groups don't start out the way I'm doing it," he said. "Take the Virginians, for example. They got a large company to back them first. Then they really started. I'm starting out small, making all the plans myself and hoping."

When the first records are ready, they will be put on sale

here and sent to radio stations over the state. If they are popular and sell well, more copies will be made.

"The flip side, 'Till You Look Back Tomorrow,' is the one we hope people all over the state will like. The ballad is more or less localized to universities."

King's Inn

Student Rates (W/L.D. Card) (Week-Ends Only)

- 7.50 Single
- 8.50 1 DBL Bed
- 10.50 2 DBL Beds

136 Rooms
Dining Room & Banquet Facilities

King's Tavern
1103 N. Elm, Greensboro
275-9271

Keyed-up students unwind at Sheraton... and save money

Save with weekend discounts! Send for your free Sheraton ID card today! It entitles you to room discounts at nearly all Sheraton Hotels and Motor Inns. Good over Thanksgiving and Christmas holidays, summer vacation, weekends all year round.

SEND FOR YOUR FREE ID CARD!

COLLEGE RELATIONS DIRECTOR
c/o Sheraton-Park Hotel, Washington, D.C. 20008

Please rush me a free Sheraton Student ID Card (or a free Faculty Guest Card). I understand it entitles me to generous discounts all year long at most Sheraton Hotels and Motor Inns.

Name _____
Address _____
Student Teacher

Sheraton Hotels & Motor Inns

N. Y. Students Start Drive To Equip Viet Nam School

HEMPSTEAD, N.Y. (UPI)—A letter from an old grad now in Viet Nam prompted a drive by students at Hofstra University here to help equip a school in Viet Nam.

The letter came from Marine Lieut. Donald F. Pierce, a 1964 Hofstra graduate who, as Civil Affairs officer of Marine Aircraft Group 12 in Chu Lai is helping the Vietnamese people to complete and equip

the seven-room Ly - Tin District High School.

Pierce, from Flushing, N.Y., wrote Hofstra President Dr. Clifford Lord that the nearly completed school had no supplies, and added: "This school is being built with material purchased by the Marine Corps. All of the labor involved comes from the Vietnamese. They receive no compensation. It is hard, slow work; tools are scarce and often homemade tools must suffice."

When Dr. Lord spread the word the students decided to chip in, via collection boxes placed throughout the campus. Proceeds of the annual school dance Nov. 4 also were donated.

Students who headed the drive said it was one way of answering demonstrations by some young people against the United States effort in Viet Nam.

Drive chairman Joan Sheeron said, "We don't look upon this as just another charity drive but an indication to the people of Ly-Tin that Hofstra students . . . are personally involved with their efforts."

TUNNEY TROPHY
NEW YORK (UPI)—The Tunney - Muldoon Trophy was established in October, 1928, by Gene Tunney on his retirement as heavy weight boxing champion. William Muldoon was the chairman of the New York Boxing Commission.

Finer Diamonds come from **WELDON'S JEWELERS**



Ask About Our Special Student Terms

WELDON'S JEWELERS
327 W. Main Durham Students' Jewelers—27 Years

PEANUTS

ALL RIGHT, LET'S HURRY IT UP OVER THERE!

C'MON, LET'S GO! PAY ATTENTION TO YOUR SAFETY PATROL... C'MON, LET'S GO!

TODAY IS SATURDAY, YOU BLOCKHEAD!

I WAS WONDERING WHERE EVERYONE WAS...

I'LL GO AN' GET US A PACKET OF CRISPS EACH, PET

NO FLO, I CAN'T LET YER DO THAT—YER'VE BEEN BUYIN' THE BEER ALL NIGHT—!

—YER'S A TANNER. I'LL PAY FOR MY OWN!

THE LAST OF THE BIG SPENDERS

DEAR REB:

Sports hero loses girl to mild-mannered math major.

DEAR REB:

I'm a big football star, and I've found a girl who suits me to a T. But I've been blocked out of the play by a math major. He knows math from $A = \pi R^2$ to $E = MC^2$. Now she says he's found the formula for success with her. All he has to do is mutter "Coronet R/T," and I get thrown for a loss. Believe me, this is no equilateral triangle that I'm in. Outside of telling me to bench myself, have you any advice?

FALLEN STAR

DEAR FALLEN STAR:

Now's the time to plunge. Coronet R/T isn't his exclusive formula. Your nearby Dodge Dealer has it, too. And it comes almost as easily as the cube root of 27. Then how can the girl of your dreams resist two superstars . . . you and your Coronet R/T? From there on out, your math major will be the victim of diminishing returns. Huddle with your Dodge Dealer now, and get your signals straight.

Sincerely, Reb

And why not? Look what you'll have going for you in your Dodge Coronet R/T, convertible or two-door hardtop. All standard, too. 440-cubic-inch Magnum V8 engine. Dual exhausts. Heavy-duty brakes and suspension. High-performance Red Streak tires. And exclusive R/T grille and hood scoop design, full length paint stripes, and nameplates, front, rear and sides. So get with your Dodge Dealer, and your problem will solve itself.

DODGE DIVISION CHRYSLER MOTORS CORPORATION

DODGE REBELLION OPERATION '67